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The fundamentals of digital fashion marketing pdf

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This comprehensive guide, The Fundamentals of Digital Fashion Marketing, delves into the latest digital marketing techniques used in the fashion world. Author Clare Harris breaks down complex strategies and demonstrates their relevance with compelling industry examples. Key topics such as online marketing, social media, video content, mobile tech, in-store experiences, augmented reality, and digital platforms are thoroughly covered. The book is enriched by interviews with top brands and innovative marketing firms, along with interactive learning tools that encourage active participation. This unique blend of information and engagement aims to educate, motivate, and inspire future creative marketers. Restore access to millions of books for readers worldwide, the publishers are asked.